

LISTING OF CLAIMS:

Claims 1-25, 39, 41 and 42 (withdrawn from consideration)

26. (Currently amended) A method for billing for advertisements ~~printed on receipts~~, comprising:

receiving advertising information;
calculating a billing amount based on said advertising information received;
confirming payment of said billing amount calculated;
storing said advertising information received if payment of said billing amount is confirmed; and
printing an advertisement on a receipt for a customer placing said advertising information based on said advertisement information.

27. (Original) A billing method according to Claim 26, wherein said receiving advertising information step includes receiving image information.

28. (Currently amended) A billing method according to Claim 26, further comprising:

receiving check-out information;
retrieving said stored advertising information; and
synthesizing said received check-out information with said retrieved advertising information, and generating printing data to be printed as a check-out receipt.

29. (Previously amended) A billing method according to Claim 28, wherein said receiving check-out information step includes receiving customer information;
and wherein said retrieving stored advertising information step includes selecting and retrieving one advertising information item from a plurality of advertising information items stored in said storing step, based on said customer information received in said receiving check-out information step.

30. (Previously amended) A billing method according to Claim 26, wherein said receiving advertising information step includes receiving a period for running an advertisement.

31. (Previously amended) A billing method according to Claim 26, wherein said receiving advertising information step includes receiving characteristics of an advertisement recipient, said characteristics including at least one of gender, age, and occupation.

32. (Previously amended) A billing method according to Claim 26, wherein said receiving advertising information step includes receiving a printing size of an advertisement.

33. (Original) A billing method according to Claim 26, wherein said step of calculating a billing amount includes calculating a billing amount based on advertising information including at least one of a period for running an advertisement, a printing size of an advertisement, and one of an advertisement recipient's gender, age, and occupation.

34. (Original) A billing method according to Claim 26, further comprising:
displaying an advertisement in a size that is the same as a printing size of said advertisement.

35. (Currently amended) An information recording medium storing a computer-readable program for directing a computer to perform a method of billing for advertisements ~~printed on receipts~~, the computer-readable program comprising instructions for:

- receiving advertising information;
- calculating a billing amount based on said advertising information received;
- confirming payment of said billing amount calculated;
- storing said advertising information received if payment of said billing amount is confirmed; and
- printing an advertisement on a receipt for a customer placing said advertising information based on said advertisement information.

CID 36. (Previously amended) An information recording medium according to Claim 35, wherein said receiving advertising information includes receiving image information as at least part of the advertising information.

37. (Currently amended) An information recording medium according to Claim 35, wherein the computer-readable program further comprises instructions for:
receiving check-out information;
retrieving said stored advertising information; and
synthesizing said received check-out information with the retrieved advertising information, and generating printing data to be printed as a check-out receipt.

38. (Original) An information recording medium according to Claim 35, wherein said information recording medium comprises a compact disk, floppy disk, hard disk, optical-magnetic disk, digital video disk, magnetic tape, or semiconductor memory.

40. (Currently amended) A method for billing for advertisements ~~printed on receipts~~, comprising:

CID
receiving advertising information from an input terminal;
transmitting said advertising information to a server;
printing a temporary registration containing an ID;
reading said ID by said input terminal;
confirming said ID in said server;
calculating a billing amount;
displaying said billing amount;
receiving payment;
registering said advertising information in said server after receiving payment; and
printing ~~an advertisement on a receipt~~ for a customer placing said advertising information ~~based on said advertisement information~~.